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**ORCHID
BARGAIN OF THE MONTH**

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RECEIVED
★ MAY 29 1952 ★
U. S. Department of Agriculture

UNBLOOMED HYBRID SEEDLINGS IN 4-Inch POTS

Every seedling in this group was repotted in a new Orchid pot, with all new Osmunda, during the month of November, 1951. All are well established and have new leads well started. Given proper care, they should bloom on these new leads.

If I listed the names and description of all these hybrids, it would require at least four solidly printed pages like this. In many instances there is only one plant of a given hybrid. So, while the actual selection of plants must be left to me, every seedling will be correctly labeled. Those of you who have been shopping for Cattleya hybrids any length of time, will recognize the parentage of these crosses as being of the finest.

The WHITE hybrids are from such parents as C. WHITE EMPRESS, C. MINNEHAHA, C. EDITHIAE. Colored hybrids have such parents as LC HILLARY, FCC, RHS, C. ROYANA, LC ALTESSE, BLC EVA PATTERSON. White-Colored-Lip parents include LC JANE DANE, LC SCHRODERAE ABLA, C. PRISCILLA ALBA.

\$25.00 BRINGS YOU

Not **One** Not **Three** BUT **SIX** OF THESE FINE HYBRIDS

including

Two COLORED hybrids; Two WHITE-Colored-Lip hybrids; and Two
PURE WHITE HYBRIDS.

ALL SIX OF THEM COST ONLY.....\$25.00

Why am I suddenly offering such an unheard of value when, if I held them a few more months they would bring me several times the price?

Turn the page; you'll find the answer on the other side.

Offer expires June 1st, 1952

DANIEL RYERSON, BOX 305, HOMESTEAD, FLA.

Date.....

Please ship via RAILWAY EXPRESS (charges collect) your May, 1952, **BARGAIN OF THE MONTH** of **SIX UNBLOOMED HYBRID ORCHID SEEDLINGS** in 4-inch pots. I understand you will choose for me 2 White, 2 White-Colored-Lip and 2 Colored hybrids. Enclosed is my check or Money Order for twenty-five (\$25.00) dollars.

Or, please send me sets of this ORCHID BARGAIN at twenty-five dollars per set in which case, enclosed is my check for in payment.

Name

St. and No.....

Amount enclosed \$..... City and State.....

HAVE YOU EVER FELT — as some of my friends have complained — that we commercial growers seldom offer our BEST blooming size plants for sale? Or, when we do, we price them beyond the reach of your Orchid Budget?

I MUST ADMIT there is some justification for your feeling. When I bloom an Orchid of prize winning, stud quality. I know that if it will ripen a good seed pod, the pod will bring me more than I could get for the plant.

FORTUNATELY, THERE IS A WAY you can afford plants which might produce prize winning blooms. **BUY UNBLOOMED SEEDLINGS** of choice crosses. No one has picked the best because no one can judge which will be best until it blooms.

YOUR CHANCE OF GETTING A PRIZE WINNER — without paying a premium price — is just as good as anyone's.

YES, I KNOW EVERY NEW HYBRID is ballyhooed to produce outstanding flowers. But, until each plant blooms, no one — not even the hybridizer — can be **CERTAIN** of the results. Some are bound to be better than others.

ENOUGH PLANTS — from the same seed pods — of every hybrid offered on the opposite side of this page, already have been flowered to prove the basic quality of the crosses. Many I've flowered myself, and many others I've seen in flower at the Orchid Shows I've attended. **SO YOU WOULD NOT BE BUYING** unknown, unproven hybrids.

UNBLOOMED SEEDLINGS of these same crosses — in the same size pot — are currently being offered at from eight to eighteen dollars each. Any one of them **in bloom** would bring from fifteen to twenty dollars.

EVERY SEEDLING OFFERED HAS A NEW LEAD. Every one of them should bloom on the new lead. Certainly, you will have a plant that, when it blooms, will be worth fifteen or twenty dollars.

IF YOU ARE LUCKY ENOUGH to get an **AWARD OF MERIT** bloom, your plant will bring you many times these prices — IF you could be induced to part with it!

WHICH BRINGS THE NATURAL QUESTION: "If they are that good, why don't you hang onto them and bloom them yourself?"

HOW I WISH I COULD! In fact, I've often wished I could bloom **EVERY** seedling I own. Whenever I pack an unbloomed seedling for shipment, I think, "Maybe this will be the best one of the cross!"

UNFORTUNATELY, I DON'T HAVE THE BENCH SPACE TO BLOOM THEM ALL. I **had** planned to keep this particular group. I didn't mind the fact that there are too few of any one hybrid for general listing, because I didn't **intend** to list them. Shall I take down my hair and tell you why I changed my mind? I've been needing a major operation for quite some time. I want this **BARGAIN OF THE MONTH** to do these three things: First pay for the operation. Second, make it unnecessary to get out a "bargain" the following month. Third — and perhaps most important — build up customer good will by sharing with **YOU** these outstanding seedlings.

WHEN THEY BLOOM FOR YOU, I'm sure they'll make you remember Dan Ryerson the next time you plan to invest some more of your Orchid Budget money.